

MSU at BSC Graduate Certificate in Management Concepts Courses

BADM 535 Management Principles and Practices (3 SH)

Offered fall semester, at BSC, Term 1, Aug. 21 – Oct. 8, 5 – 9 p.m.

Introduces principles and practices of managing corporate and organizational resources. Describes how managers plan, organize, lead, motivate, and control human and other resources. Introduces classical, behavioral, ethical, and quantitative approaches to management. Explores management challenges and problems as presented by individuals and groups.

BIT 562 Management Information Systems (3 SH)

Offered fall semester, at BSC, Term 2, Oct. 16 – Dec. 4, 5 – 9 p.m.

Integrates fundamental concepts of systems and information with those of organizational structure and management. Performs the analysis of information flow in organizations and the operating context of the various computer-based subsystems of an organizational information system.

BADM 525 Strategic Marketing (3 SH)

Offered spring semester 2019, Online, Term 1, Jan. 8 – Feb. 26

Investigates marketing from a managerial perspective, including the critical analysis of functions of marketing, opportunity assessment, marketing planning and programming, marketing leadership and organization, and implementing, evaluating, controlling, and adjusting the marketing effort. Focuses on the creative process involved in applying the knowledge and concepts of marketing to the development of marketing strategy. Integrates marketing decisions, ethics, strategies, and plans with other functional business areas.

All courses are eight weeks. Course schedule subject to change.